Amendments to the Claims

Please add new claims 85 and 86 as shown below.

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1-65 (Cancelled)

66. (Previously Presented) A method for recommending search terms in a computer network search apparatus for generating a result list of items representing a match with information entered by a user through an input device connected to the computer network, the search apparatus including a computer system operatively connected to the computer network and a plurality of items stored in a database, each item including information to be communicated to a user and having associated with it at least one search term, an information provider and a bid amount, the method comprising:

    (a)   obtaining a set of potential search terms for acceptance by a new information provider who is adding items to the database;

    (b)   computing correlations between the potential search terms for the new information provider and search terms of other information providers stored in the database;

    (c)   computing an estimated rating for the each potential search term for the new information provider;

    (d)   sorting the potential search terms according to the computed estimated ratings;

    (e)   presenting to the new information provider on an output device the sorted potential search terms;

    (f)   receiving from the new information provider at an input device an indication of accepted search terms;

    (g)   repeating (b) through (e) until a completion indication is received from the new information provider; and

(h)   storing the accepted search terms in the database for the new information provider upon receipt of the completion indication.

67. (Previously presented) The method of claim 66 wherein obtaining a set of potential search terms comprises:

receiving from the new information provider a website uniform resource locator (URL); and

spidering the website associated with the website URL to obtain search terms for the set of potential search terms.

68. (Previously presented) The method of claim 67 wherein spidering the website comprises:

receiving data from pages of the website;

recording potential search terms from the data; and

determining a quality metric for each potential search term.

69. (Previously presented) The method of claim 67 wherein computing an estimated rating comprises:

combining a rating based on the computed correlations and a rating based on the quality metric determined for each candidate search term.

70. (Previously presented) The method of claim 68 further comprising:

sorting the candidate search terms according to the quality metric; and

adding to the set of potential search terms only candidate search terms having a quality metric exceeding a threshold.

71. (Previously presented) The method of claim 66 wherein spidering comprises:

receiving data from one or more pages of the website; and

examining text from the one or more pages for candidate search terms.

3

72. (Previously presented) The method of claim 71 wherein examining text comprises:

examining substantially all text from the one or more pages; and

examining meta tags from the one or more pages.

73. (Previously presented) The method of claim 71 wherein receiving a website URL comprises:

receiving the advertiser's URL as the web site URL.

74. (Previously presented) The method of claim 71 wherein receiving a website URL comprises:

receiving the web site URL from the advertiser.

75. (Previously presented) The method of claim 66 wherein computing correlations comprises:

assigning ratings to search terms; and

computing a correlation between the advertiser and one or more of the other advertisers using the assigned ratings of advertiser search terms.

76. (Previously presented) The method of claim 75 wherein computing an estimated rating comprises:

predicting a likelihood that a search term will be relevant to the advertiser.

77. (Previously presented) The method of claim 76 wherein predicting comprises:

determining a quality metric for potential search terms; and

predicting relevance of the potential search terms based on the quality metric.

78. (Previously presented) The method of claim 66 wherein presenting the sorted potential search terms to the new information provider comprises sending the sorted potential search terms with a web page to the output device.

79. (Previously presented) A computer network search engine apparatus which includes a database having stored therein a plurality of search listings, each search listing being associated with an information provider, at least one keyword, a money amount, and a computer network location and a search engine to identify search listings having a keyword matching a keyword entered by a searcher, to order the identified listings using the money amounts for the respective identified listings, and to generate a result list including at least some of the ordered listings, the apparatus comprising:

> an account management server including a processing system which is operative in conjunction with program code to recommend potential search terms to a new information provider adding search listings to the database;

> collaborative filtering code operable in conjunction with the processing system to compute correlations between potential search terms for the new information provider and search terms of other information providers stored in the database and to compute an estimated rating for the each potential search term for the new information provider;

> sorting code operable in conjunction with the processing system and configured to sort the potential search terms according to the computed estimated ratings;

> an output device configured to provide the sorted potential search terms to the new information provider for review; and

> an input device configured to receive from the new information provider an indication of accepted search terms, the accepted search terms being stored in the database in association with the new information provider upon receipt of the indication from the new information provider.

80. (Previously presented) The computer network search engine apparatus of claim 79 further comprising:

> spidering code operable in conjunction with the processing system to find initially accepted search terms in a web site by spidering the web site and to include the initially accepted search terms among the sorted potential search terms provided to the new information provider for review.

5

81. (Previously presented) The computer network search engine apparatus of claim 80 wherein the spidering code is configured to spider a web site of the new information provider.

82. (Previously presented) The computer network search engine apparatus of claim 80 wherein the spidering code is configured to spider a web site specified by the new information provider.

83. (Previously presented) The computer network search engine apparatus of claim 80 wherein the spidering code is configured to retrieve pages from the web site of the new information provider, record terms contained in the retrieved pages and score the terms according to a quality metric.

84. (Previously presented) The computer network search engine apparatus of claim 83 wherein the spidering code is configured to include terms scoring above a threshold score among the sorted potential search terms.

85. (New) A method for making search term recommendations to an advertiser in a pay for placement market system in which search listings of advertisers may be searched by users entering search terms, the method comprising:

receiving from the advertiser a website uniform resource locator (URL);

spidering the website associated with the website URL to obtain an initial list of search terms to form a set of potential search terms for the advertiser;

computing correlations between the set of potential search terms for the advertiser and search terms of other advertisers stored in a database of the pay for placement market system;

computing an estimated rating for each potential search term for the advertiser;

sorting the potential search terms according to the estimated ratings;

providing the sorted potential search terms to the advertiser;

receiving from the advertiser the advertiser's indication of accepted search terms; and

storing the accepted search terms in the database for searching by the users.

86. (New) The method of claim 85 further comprising:

repeating the acts of computing correlations, computing an estimated rating, sorting and

providing the potential search terms and receiving an indication of accepted

search terms until the advertiser indicated the process is complete .